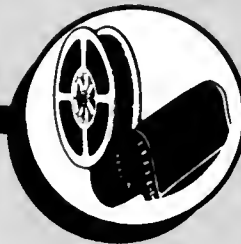


S  
338.4791  
C18ted  
198?

**MONTANA**



# **Tourism Economic Development Proposal:**

## **A Promotional Video Project**

STATE DOCUMENTS COLLECTION

MAY 12 2003

MONTANA STATE LIBRARY  
1515 F 6TH AVE  
HELENA MONTANA 59620

Submitted by:  
Montana Department of Commerce  
and  
Governor's Tourism Advisory Council

**TOURISM WORK\$  
FOR MONTANA**

MONTANA STATE LIBRARY



3 0864 1002 0239 2

*Naturally inviting!*

## TABLE OF CONTENTS

I. EXECUTIVE SUMMARY	2
II. INTRODUCTION	3
A. NEED FOR PROJECT	3
B. THE PROPOSAL	5
1. RATIONALE FOR USE OF FILM/VIDEO	5
III. STYLE AND APPROACH	7
IV. AUDIENCE	10
V. DISTRIBUTION	12
A. IMPACT AND EVALUATION	13
VI. PROGRAM DESIGN	14
A. TIMETABLE	14
B. BUDGET	15
1. PRODUCTION OF FILMS	
2. FUNDING SOURCES	
C. ADMINISTRATIVE PLAN	16
VII. CAPABILITY STATEMENT	17
IIX. CONCLUSION	19

## APPENDIX

I. DESCRIPTION OF FILMS	21
II. DETAILED PRODUCTION BUDGET	31



## EXECUTIVE SUMMARY

WHEN COMPLETED, THIS PROJECT WILL HAVE PRODUCED A SERIES OF NINE HIGH-QUALITY FILMS/VIDEOS FOR USE IN PROMOTING MONTANA AS A TOURISM DESTINATION. THE FILMS/VIDEOS ARE AS FOLLOWS:

- A 26-MINUTE FILM EDITED FOR TELEVISION VIDEO;
- Two 15-MINUTE FILMS/VIDEOS; ONE EXCLUSIVELY SUMMER, ONE WINTER;
- Six 8-MINUTE FILMS/VIDEOS; ONE EACH FEATURING THE RESPECTIVE "TOURISM COUNTRIES:" GLACIER, GOLD WEST, YELLOWSTONE, CUSTER, MISSOURI RIVER AND CHARLIE RUSSELL.

THE FILMS/VIDEOS WILL BE PRODUCED BY THE MONTANA PROMOTION DIVISION OF THE DEPARTMENT OF COMMERCE UNDER BID CONTRACT. DISTRIBUTION OF THE FILMS/VIDEOS WILL BE HANDLED DIRECTLY BY THE DIVISION.

IT IS ESTIMATED THAT THE PROJECT WILL COST \$130,000, FUNDED BY \$40,000 IN STATE FUNDS AND \$90,000 IN PRIVATE, CORPORATE OR FOUNDATION FUNDS.

THE PROJECT IS SCHEDULED TO BEGIN IN DECEMBER OF 1986 AND BE COMPLETED NOVEMBER 1, 1987.

THE PRIMARY GOAL OF THE PROJECT IS TO IMPROVE STATE AND LOCAL ECONOMIES THROUGH THE INCREASED FLOW OF TOURIST GENERATED DOLLARS.



## INTRODUCTION

### NEED FOR THE PROJECT

MONTANA'S TOURISM INDUSTRY IS GROWING. IT IS A CLEAN, RENEWABLE RESOURCE THAT CAN HELP LEAD THE STATE'S ECONOMIC GROWTH IN THE FUTURE. BUT COMPETITION FOR TOURISM GENERATED DOLLARS IS STIFF. TO ENCOURAGE AND SUPPORT THE CONTINUED GROWTH OF MONTANA'S TOURISM BUSINESS, UP-TO-DATE AND CREATIVE MARKETING IS VITAL.

PAST TOURISM MARKETING RESEARCH COMPILED BY THE MONTANA PROMOTION DIVISION HAS FOUND LOW AWARENESS LEVELS BY POTENTIAL TRAVELERS ABOUT MONTANA AS A VACATION DESTINATION.

ALTHOUGH THOSE SURVEYED HAVE EXPRESSED CONSIDERABLE DEMAND FOR THE KINDS OF VACATION ACTIVITIES THAT MONTANA HAS TO OFFER, THERE IS A VERY LOW PERCEPTION OF MONTANA AS A PLACE TO ENGAGE IN THOSE ACTIVITIES.

A CRITICAL KEY TO MARKETING MONTANA, THEN, IS TO EDUCATE THE PUBLIC ABOUT THE VACATION OPPORTUNITIES WHICH EXIST HERE.

MONTANA OFFERS SPECTACULAR SCENERY, BLUE RIBBON TROUT STREAMS, DRY POWDER SNOW, CULTURAL EVENTS, SIGNIFICANT HISTORICAL SITES-- AND MUCH, MUCH MORE. THESE ASSETS MUST BE COMMUNICATED TO THE POTENTIAL VISITOR.

WE KNOW THAT THE POTENTIAL FOR GROWTH DOES EXIST. OVER 40% OF





RESPONDENTS TO THE LATEST MARKETING STUDY ESTIMATED AS "HIGH" OR VERY HIGH" THE CHANCES THAT THEY WILL VISIT MONTANA IN THE NEXT TWO YEARS.

MARKETING RESEARCH ALSO REVEALED THAT PEOPLE ARE HIGHLY MOTIVATED TO CHOOSE A VACATION DESTINATION THROUGH MEDIA EXPOSURE.

INCREASINGLY, VACATION PLANNERS AND TRAVEL TRADE PROFESSIONALS ARE TURNING TOWARD THE VIDEO MEDIUM TO MAKE THEIR DECISION ABOUT WHERE TO GO AND WHAT TO SEE. TRAVEL CHANNELS REGULARLY FEATURE DESTINATIONS ON CABLE TELEVISION. TRAVEL AGENTS AND TOUR OPERATORS "SELL" VACATIONS VIA THE VIDEO MEDIUM. TO SUCCESSFULLY COMPETE FOR THE COMPETITIVE VACATION DOLLAR, MONTANA MUST PRODUCE AND MAKE AVAILABLE A QUALITY VIDEO IMAGE.

OVER THE PAST SEVERAL YEARS, MORE AND MORE REQUESTS HAVE COME TO THE MONTANA PROMOTION DIVISION FOR FILMS AND VIDEOS. WITHIN THE LAST EIGHT MONTHS, THE PROMOTION DIVISION HAS RECEIVED OVER TWENTY-FIVE REQUESTS FROM CABLE TV STATIONS, COLLEGE RESOURCE LIBRARIES, VIDEO DISTRIBUTION COMPANIES, PUBLIC TV STATIONS AND MAJOR FILM PRODUCERS FOR EITHER VIDEO PRODUCTIONS OR VIDEO FOOTAGE OF MONTANA ATTRACTIONS. IN ADDITION, NUMEROUS REQUESTS HAVE BEEN RECEIVED FROM TOUR OPERATORS WISHING TO USE VIDEO AS A SALES TOOL. CURRENTLY, MONTANA CANNOT FULFILL THOSE REQUESTS.

THE MOST RECENT SUMMER TOURISM PROMOTION FILM ON MONTANA WAS PRODUCED IN 1975. THE MOST RECENT WINTER FILM WAS PRODUCED IN 1978. BOTH ARE OUTDATED AND OF DIMINISHED QUALITY.



TO SEND THESE FILMS TO PROMOTE MONTANA WOULD DEFEAT OUR INTENTIONS, SINCE THEY DO NOT CONTAIN CURRENT INFORMATION OR PROVIDE A QUALITY IMAGE.

IN ORDER FOR MONTANA AND MONTANA TOURISM BUSINESSES TO SUCCESSFULLY COMPETE FOR THE TOURISM DOLLAR, A NEW VISUAL PRESENTATION IS NEEDED.

### THE PROPOSAL

WE PROPOSE A NINE-VIDEO PROJECT THAT WILL IMPART A SENSE OF MONTANA'S PERSONALITY AND FLAVOR TO THE VIEWER. THE SOUNDS AND IMAGES WILL INVITE A HIGH DEGREE OF AUDIENCE PARTICIPATION IN THE MONTANA EXPERIENCE.

EACH OF THE FILMS WOULD HAVE AN INDIVIDUAL PURPOSE AND USE, BUT THERE IS GREATER COST EFFECTIVENESS IN PRODUCING ALL NINE AT ONE TIME.

### RATIONALE FOR THE USE OF FILM

FILM/VIDEO IS AN IMPORTANT PROMOTIONAL MEDIUM; IT SPEAKS IN COLOR AND MOVEMENT AND SOUND. FILM HAS BEEN USED SUCCESSFULLY IN EVERY FIELD TO IMPART KNOWLEDGE DIFFICULT TO COMMUNICATE IN ANY OTHER WAY. WHERE LANGUAGE IS A BARRIER, MUSIC AND FILM CAN COMMUNICATE. FILM ENGAGES THE AUDIENCE EMOTIONALLY AND GIVES THE VIEWERS A SENSE OF PARTICIPATION NO OTHER MEDIUM CAN DO AS WELL. VIDEO CAN GENERATE POSITIVE PSYCHOLOGICAL RESPONSES NOT ACHIEVABLE THROUGH OTHER MEDIA.



IT DELIVERS THE SAME WELL-DESIGNED MESSAGE WITH THE SAME ENTHUSIASM TIME AFTER TIME. IT'S A POWERFUL MEDIUM AND IS RAPIDLY EXPANDING INTO THE FUTURE.

THERE ARE OVER 12 MILLION VCRs IN AMERICAN HOMES TODAY. THEY ARE EXPANDING ACROSS THE U.S. 74% FASTER THAN TELEVISION DID IN THE FIFTIES. 33% OF ALL TELEVISION HOMES HAVE A VCR AND MERRILL LYNCH PROJECTS THAT BY 1995 OVER 85% OF TV HOMES WILL HAVE A VCR.



## STYLE AND APPROACH

RATHER THAN THE TYPICAL "TRAVELOG" FORMAT USED IN THE PAST IN MOST TOURISM PROMOTION FILMS, WE PROPOSE A SERIES OF FILMS WITH AN UNDERLYING THEME WHICH IS A POSITIVE STATEMENT TO POTENTIAL TRAVELERS: THESE PEOPLE ON THE SCREEN FULFILLED THEIR EMOTIONAL NEEDS IN MONTANA--IMPLYING THAT THE VIEWER CAN, TOO.

FOR A CONSUMER TO BE MOTIVATED TO INVEST IN A PRODUCT OR SERVICE THEY MUST FIRST EMOTIONALLY IDENTIFY IN A POSITIVE WAY WITH THE PRODUCT OR SERVICE. THE GOAL, THEN, OF THESE PROGRAMS IS TO PRESENT CAREFULLY CONSTRUCTED SEQUENCES PORTRAYING VARIOUS DEMOGRAPHIC GROUPS RESPONDING TO ONE ANOTHER AND THE MONTANA EXPERIENCE IN SUCH A WAY THAT THE VIEWER CAN POSITIVELY IDENTIFY WITH THEM. THESE SEQUENCES SHOULD NOT BE COMPLEX OR LABORIOUS, BUT SHOULD SHOW MONTANA'S LANDSCAPE, ACTIVITIES AND PEOPLE FULFILLING VARIOUS KINDS OF EMOTIONAL DESIRES. THE "SLICE OF LIFE" STYLE OF COMMERCIAL ADVERTISEMENT SERVES AS AN EXAMPLE: MILLER TIME, MAXWELL HOUSE COFFEE, PEPSI, COKE AND VARIOUS MOTOR VEHICLE ADS ARE GOOD EXAMPLES OF ADS WHICH INVITE PERSONAL INVOLVEMENT AND PRIDE IN THE PRODUCT. THIS STYLE OF COMMERCIAL USUALLY DOES THREE THINGS: IT CREATES IMMEDIATE AUDIENCE IDENTIFICATION, IT REVEALS A PARTICULAR EMOTIONAL DESIRE AND IT THEN SHOWS THAT DESIRE BEING SATISFIED.





## 26-MINUTE FILM

THE FORMAT OF THE 26-MINUTE PROJECT WOULD CONSIST OF FIVE 5-MINUTE SEQUENCES, EACH CONTAINING CAREFULLY CHOSEN DEMOGRAPHIC GROUPS RESPONDING TO A PARTICULAR PART OF THE MONTANA VACATION EXPERIENCE. THESE SEQUENCES WOULD BE DIVIDED INTO TWO PARTS. THE FIRST PART, APPROXIMATELY 45-60 SECONDS IN LENGTH, WOULD TAKE ON ALL THE FORCE AND INTENSITY OF A 30-SECOND COMMERCIAL AND WOULD SET UP A MINI-DRAMA IN WHICH THE AUDIENCE WOULD BE DRAWN IN TO IDENTIFY WITH THE CHARACTERS IN THE DEMOGRAPHIC GROUPS. THE SECOND PART, APPROXIMATELY FOUR MINUTES IN LENGTH, WOULD THEN INVOLVE THESE CHARACTERS WITH THE PARTICULAR ACTIVITIES, PEOPLE AND SCENIC AREAS OF MONTANA THAT ARE TO BE FEATURED, BEING VERY DETAILED IN ITS COVERAGE. IT WOULD BE IN THIS SECOND PORTION THAT THE CHARACTERS DISCOVER: YES, MONTANA SATISFIES ME!

## SUMMER AND WINTER

THE FORMATS FOR THE 15-MINUTE SUMMER AND WINTER PROGRAMS WOULD CONSIST OF SIMPLY REORGANIZING THE SEQUENCES FROM THE 26-MINUTE PRESENTATION INTO THEIR RESPECTIVE SEASONS. ONE EXTRA SEGMENT WOULD BE PRODUCED FOR THE WINTER PROGRAM TO HELP BALANCE THE PRESENTATION. THE TONE AND FLAVOR OF THESE PROGRAMS WOULD REMAIN CONSISTENT WITH THE 26-MINUTE VERSION.

FOR A DETAILED DESCRIPTION OF THE SUMMER AND WINTER SCENES, REFER TO THE APPENDIX.



## MONTANA COUNTRIES

FOR MARKETING PURPOSES MONTANA IS DIVIDED INTO SIX "TOURISM COUNTRIES." SIX SHORTER PROGRAMS OUTLINING THE FEATURES OF THE RESPECTIVE MONTANA COUNTRIES CONSISTS OF A SIMPLER FORMAT. EACH WOULD BE DESCRIPTIVE IN NATURE AND PROVIDE MORE SPECIFIC INFORMATION TO THE VIEWER. REPRESENTATIVES FROM EACH OF THE COUNTRIES WILL MEET TO DECIDE ON THE CONTENT OF EACH FILM. MUSIC AND NARRATION WOULD DOMINATE WITH A SERIES OF SHORT ONE OR TWO SENTENCE TESTIMONIALS TO STRENGTHEN AUDIENCE IDENTIFICATION.

UPON COMPLETION, THE FILMS/VIDEOS WOULD BE MADE AVAILABLE TO INDIVIDUAL TRAVEL BUSINESSES. AT THEIR OWN EXPENSE, THEY COULD "TAG" THE COUNTRY VIDEO WITH A ONE TO TWO MINUTE PROMOTION OF THEIR OWN FACILITY OR SERVICE.

THIS BENEFITS OVERALL TOURISM PROMOTION BY PROVIDING A HIGH QUALITY VIDEO WITH PERSONALIZED DISTRIBUTION. IT BENEFITS INDIVIDUAL BUSINESS BY MINIMIZING THE COST AND PRODUCTION DUPLICATION OF VIDEO PROMOTION.



## AUDIENCE

THE AUDIENCE FOR ALL NINE FILMS WILL BE POTENTIAL VISITORS TO MONTANA.

### THE 26-MINUTE FILM

THE 26-MINUTE FILM/VIDEO WILL BE DESIGNED TO FIT A HALF-HOUR TELEVISION FORMAT AND WILL PRIMARILY BE SHOWN ON CABLE TV AND PUBLIC TV. THE AUDIENCE WILL BE THE GENERAL PUBLIC. THEY MAY OR MAY NOT BE INTERESTED IN TRAVELING TO MONTANA AND THE FILM WILL MOST LIKELY BE THEIR FIRST EXPOSURE TO THE STATE AND ITS TRAVEL OPPORTUNITIES.

THIS FILM/VIDEO WILL ALSO BE DISTRIBUTED THROUGH VIDEO CLUBS AND VIDEO STORES SO THAT PERSONS INTERESTED IN CHOOSING A VACATION DESTINATION COULD VIEW IT AT HOME ON THEIR VCR.

COLLEGES AND UNIVERSITIES WITH VIDEO LIBRARIES HAVE ALSO REQUESTED FILM OF THIS TYPE TO HAVE AVAILABLE TO THEIR STAFF AND STUDENTS AS AN INFORMATION RESOURCE.

### THE SUMMER AND WINTER FILMS

THE 15-MINUTE FILMS WILL BE VIEWED BY THOSE WHO HAVE A SPECIFIC INTEREST IN TRAVEL. PROFESSIONAL ASSOCIATIONS, SPECIAL INTEREST GROUPS AND OTHERS WHO ARE TRYING TO CHOOSE A TRAVEL DESTINATION WILL BE SHOWN THE FILMS BY THE DEPARTMENT OF COMMERCE STAFF,



A MONTANA BUSINESS PERSON OR A TOUR OPERATOR OR TRAVEL AGENT.

THERE IS A SPECIFIC NEED FOR BOTH SUMMER AND WINTER FILMS.

SENIOR CITIZENS TRYING TO CHOOSE A BUS TOUR DESTINATION ARE NOT INTERESTED IN VIEWING WINTER ACTIVITIES AND SKI CLUBS TRYING TO CHOOSE A DESTINATION WOULD NOT BE INTERESTED IN VIEWING SUMMER ACTIVITIES.

THESE FILMS WILL ALSO BE DISTRIBUTED TO TRAVEL AGENTS AND TOUR OPERATORS WHO WISH TO USE THEM AS A TRAINING RESOURCE FOR THEIR STAFF OR AS A SALES TOOL.

#### THE MONTANA "COUNTRY" FILMS

THE 8-MINUTE FILMS WILL BE SHOWN BY PRIVATE MONTANA BUSINESSES AND CONVENTION BUREAUS TO INDIVIDUALS OR GROUPS WHO ARE TRYING TO CHOOSE A VERY SPECIFIC TRAVEL DESTINATION. THE FILMS MAY BE SHOWN IN AN EXHIBITOR'S BOOTH AT A TRADE SHOW, TO A BOARD OF DIRECTORS MEETING FOR A CONVENTION BID OR THEY MAY BE MAILED TO POTENTIAL CLIENTS TO VIEW AT HOME AT THEIR LEISURE.





## DISTRIBUTION

HIGH QUALITY PRODUCTION WITHOUT A WELL ESTABLISHED DISTRIBUTION PLAN IS A WASTE OF TIME AND MONEY. IT IS CRITICAL THAT TARGETED DISTRIBUTION TAKE AN IMPORTANT ROLE IN THE OVERALL SCOPE OF THE PROJECT.

THE MONTANA DEPARTMENT OF COMMERCE WILL ASSUME THE MAJOR RESPONSIBILITY FOR DISTRIBUTION OF THE VIDEOS. THE COST FOR DISTRIBUTION IS NOT INCLUDED IN THIS PROPOSAL, BUT WILL BE BUILT INTO FUTURE MONTANA PROMOTION DIVISION BUDGETS AND PROGRAMS.

CURRENTLY THE DIVISION HAS ON FILE OVER 60 REQUESTS FOR FULL LENGTH OR EDITED-FOR-TELEVISION VIDEO. THOSE REQUESTS HAVE BEEN AMASSED OVER ONE CALENDAR YEAR. THEY ARE FROM CABLE NETWORKS, INDEPENDENT STATIONS, SYNDICATED TRAVEL NETWORKS, VIDEO DISTRIBUTION COMPANIES, ETC. SELECTIVE DISTRIBUTION TO THESE COMPANIES WILL ASSURE ONGOING HIGH QUALITY AUDIENCE REACH.

THE STATE WILL SIGN AGREEMENTS WITH VIDEO DISTRIBUTORS THAT REACH DESIRED TARGET MARKETS.

THE VIDEO PROJECT COORDINATOR WILL DISTRIBUTE THE FILMS/VIDEOS TO THE MONTANA TOURISM INDUSTRY.

THE STATE PUBLICITY COORDINATOR WILL DISTRIBUTE THE FILMS/VIDEOS TO CABLE AND PUBLIC TELEVISION STATIONS.



THE STATE GROUP TRAVEL COORDINATOR WILL DISTRIBUTE THEM TO TOUR OPERATORS AND TRAVEL AGENTS, IN BOTH DOMESTIC AND INTERNATIONAL MARKETS.

THE MOTION PICTURE LOCATION COORDINATOR WILL DISTRIBUTE THE VIDEOS AND VIDEO FOOTAGE TO THE MOTION PICTURE INDUSTRY WHEN APPROPRIATE.

A DISTRIBUTION EVALUATION SYSTEM WILL BE IMPLEMENTED SO THAT THE IMPACT CAN BE MEASURED.

#### OTHER USES FOR THE FILMS/VIDEOS

SPECIALLY EDITED PARTS OF THE FILM COULD BE USED TO PRODUCE TELEVISION ADVERTISEMENTS AND PUBLIC SERVICE ANNOUNCEMENTS.

FILM OUTTAKES CAN ALSO BE USED TO SHOW MOVIE PRODUCERS THE MOTION PICTURE LOCATIONS THAT ARE AVAILABLE IN MONTANA.

RADIO SPOTS CAN BE PRODUCED FROM THE SOUNDTRACK.

#### IMPACT

THE UNIQUE NATURE OF THE FILMS, AND THE CINEMATOGRAPHIC QUALITY THAT WE INTEND TO FIND IN A PRODUCTION COMPANY ARE CERTAIN TO MAKE EACH OF THE FILMS A QUALITY PRODUCT, CREATE ECONOMIC DEVELOPMENT IN MONTANA, AND THUS, HAVE A VERY POSITIVE IMPACT ON THE SPONSOR'S PUBLIC IMAGE.



## PROGRAM DESIGN

### PRODUCTION SCHEDULE

#### PRE-PRODUCTION

OCTOBER 1 - FUNDRAISING CONCLUDES

PROJECT GOES OUT FOR BID

DECEMBER 1- PRODUCTION COMPANY SELECTED

SCRIPTING AND ACTOR SELECTION TAKES PLACE

#### PRODUCTION

JANUARY - JULY - ON LOCATION SHOOTING OCCURS

#### POST-PRODUCTION

JULY - OCTOBER 1987 - EDITING AND SOUNDTRACK PRODUCTION

NOVEMBER 1, 1987 - FINISHED PRODUCT DELIVERED

DISTRIBUTION BEGINS



## BUDGET

OVERALL, WE ANTICIPATE THE ENTIRE NINE-FILM PROJECT WILL COST \$130,207. A DETAILED ITEMIZED BUDGET HAS BEEN PREPARED BY THE TECHNICAL CONSULTANT AND CAN BE FOUND IN THE APPENDIX.

THE PRODUCTION IS BASED ON ORIGINATING ALL VISUAL MATERIAL ON 16MM FILM SHOT AT 30 FRAMES PER SECOND.

PRE-PRODUCTION - INCLUDES PRODUCER/WRITER, RESEARCH, SCRIPTING, CASTING, LOCATION SCOUTING - \$4,400

PRODUCTION - INCLUDES FILM CREW, EQUIPMENT, ACTORS, FILM, TRANSPORTATION - \$82,456

POST-PRODUCTION - INCLUDES EDITING, GRAPHICS, MUSIC, EFFECTS, NARRATOR - \$43,351

### FUNDING SOURCES

MONTANA DEPARTMENT OF COMMERCE HAS COMMITTED \$40,000 TO THIS PROJECT AND PROPOSES TO RAISE THE ADDITIONAL FUNDS FROM PRIVATE SOURCES. SUCH SOURCES INCLUDE MONTANA CORPORATIONS, FOUNDATIONS AND BUSINESSES.





## ADMINISTRATIVE PLAN

THE MONTANA DEPARTMENT OF COMMERCE WILL ASSUME TOTAL RESPONSIBILITY FOR THIS PROJECT.

ONCE FUND-RAISING IS COMPLETED, THE VIDEO PROJECT COORDINATOR WILL WORK WITH THE TECHNICAL CONSULTANT AND THE GOVERNOR'S TOURISM ADVISORY COUNCIL COMMITTEE TO SELECT A FILM PRODUCTION COMPANY.

THE PROJECT COORDINATOR WILL THEN SUPERVISE THE PRODUCTION OF THE NINE FILMS AND THE DISTRIBUTION PLAN.



## CAPABILITY STATEMENT

THE STATE HAS PRODUCED SEVEN FULL LENGTH EDITED-FOR-TELEVISION FILMS. SEVERAL HAVE WON NATIONAL AND INTERNATIONAL FILM-MAKING AWARDS.

AS IN ALL OUR TOURISM PROMOTION ACTIVITIES, THE MONTANA PROMOTION DIVISION WILL SEEK TO PRODUCE A PRODUCT OF THE HIGHEST QUALITY AVAILABLE. OUR STAFF HAS EXPERTISE IN BOTH MARKETING MONTANA AND PRODUCING FOOTAGE FOR TELEVISION SPOTS.

TO HELP GUARANTEE A SUCCESSFUL PRODUCT, A CONSULTANT HAS BEEN CONTRACTED TO ASSIST IN THE TECHNICAL ASPECTS OF FILMMAKING.

HE IS MARK SINGLES, AN INSTRUCTOR AT THE FILM AND TV SCHOOL AT MONTANA STATE UNIVERSITY. HE HAS OVER 10 YEARS OF EXPERIENCE IN THE FILM INDUSTRY, INCLUDING PRODUCING, DIRECTING, EDITING, TEACHING AND CONSULTING. HE HAS ALSO DESIGNED A NUMBER OF TECHNICAL FACILITIES AND IS FAMILIAR WITH THE LATEST FILMMAKING EQUIPMENT. MARK HAS DIRECTED A NUMBER OF AWARD-WINNING TELEVISION COMMERCIALS AND PUBLIC SERVICE ANNOUNCEMENTS.

TO ASSURE QUALITY WITHIN BUDGET MARK WILL SERVE ON THE SELECTION COMMITTEE TO REVIEW BIDS FROM PRODUCTION COMPANIES



AND WILL ACT AS A TECHNICAL CONSULTANT IN THAT VERY IMPORTANT PROCESS.

A PRODUCTION COMPANY WILL BE SELECTED BASED ON THE FOLLOWING CRITERIA:

- 1) TECHNICAL ABILITY
- 2) CREATIVE ABILITY
- 3) COST

ALSO ACTING AS A TECHNICAL ADVISOR WILL BE MICHAEL GURNETT, THE FILM PRODUCER FOR MONTANA DEPARTMENT OF FISH, WILDLIFE AND PARKS. MICHAEL HAS CONSIDERABLE EXPERTISE IN THE PRODUCTION OF FEATURE-LENGTH MOVIES IN BOTH 16MM AND VIDEOTAPE.

THE GOVERNOR'S TOURISM ADVISORY COUNCIL, WHICH HAS ENDORSED HAS THIS PROJECT, HAS APPOINTED A COMMITTEE TO ASSIST THE DIVISION IN CREATIVE WORK, QUALITY CONTROL AND SELECTION OF A PRODUCTION COMPANY. THE FIVE MEMBERS OF THIS COMMITTEE SERVE IN VOLUNTEER POSITIONS AND REPRESENT DIFFERENT SEGMENTS OF THE MONTANA TOURISM INDUSTRY AND VARIOUS REGIONS OF THE STATE.

THE MEMBERS OF THE COMMITTEE ARE:

TERRY ABELIN, BRIDGER BOWL SKI AREA, BOZEMAN

GREG BRYAN, BAY POINT ESTATES, WHITEFISH

BERNAL KAHS, ELKHORN HOT SPRINGS GUEST RANCH, POLARIS

JOHN RABENBERG, WOLF POINT CHAMBER OF COMMERCE, WOLF POINT

ROLAND PRATT, MONTANA RESTAURANT ASSOCIATION, HELENA



## CONCLUSION

THE NEED FOR THESE FILM/VIDEOS IS WELL ESTABLISHED.

TO ENHANCE AND STRENGTHEN MONTANA'S ECONOMY AND INDIVIDUAL

TRAVEL RELATED BUSINESSES MONTANA MUST WIDELY DISTRIBUTE

A POSITIVE VISUAL IMAGE OF THE STATE'S VACATION AMENITIES.

FILM/ VIDEO IS A MOST IMPORTANT ELEMENT IN CONTINUED GROWTH

AND PROSPERITY OF MONTANA'S TRAVEL INDUSTRY. THE MONTANA

PROMOTION DIVISION HAS PROVEN CAPABILITY IN FILM PRODUCTION.





## APPENDIX



## DESCRIPTION OF FILMS

### MONTANA SATISFIES ME

THE FORMAT OF THE 26-MINUTE PROJECT WOULD CONSIST OF FIVE 5-MINUTE SEQUENCES, EACH CONTAINING CAREFULLY CHOSEN DEMOGRAPHIC GROUPS RESPONDING TO A PARTICULAR PART OF THE MONTANA EXPERIENCE.

THESE SEQUENCES WOULD BE DIVIDED INTO TWO PARTS. THE FIRST PART, APPROXIMATELY 45-60 SECONDS IN LENGTH, WOULD TAKE ON ALL THE FORCE AND INTENSITY OF A 30-SECOND COMMERCIAL AND WOULD SET UP A MINI-DRAMA IN WHICH THE AUDIENCE WOULD BE DRAWN IN TO IDENTIFY WITH THE CHARACTERS IN THE DEMOGRAPHIC GROUPS. THE SECOND PART, APPROXIMATELY FOUR MINUTES IN LENGTH, WOULD THEN INVOLVE THESE CHARACTERS WITH THE PARTICULAR ACTIVITIES, PEOPLE AND SCENIC AREAS OF MONTANA THAT ARE TO BE FEATURED, BEING VERY DETAILED IN ITS COVERAGE. IT WOULD BE IN THIS SECOND PORTION THAT THE CHARACTERS DISCOVER: YES, MONTANA SATISFIES ME!

### SUMMER AND WINTER

THE FORMATS FOR THE SUMMER AND WINTER PROGRAMS WOULD CONSIST OF SIMPLY REORGANIZING THE SEQUENCES FROM THE 26-MINUTE PRESENTATION INTO THEIR RESPECTIVE SEASONS. ONE EXTRA SEGMENT WOULD BE PRODUCED FOR THE WINTER PROGRAM TO HELP BALANCE THE PRESENTATION. THE TONE AND FLAVOR OF THESE PROGRAMS WOULD REMAIN CONSISTENT WITH THE 26-MINUTE VERSION.



## MONTANA COUNTRIES

THE SIX SHORTER PROGRAMS OUTLINING THE FEATURES OF THEIR RESPECTIVE MONTANA COUNTRIES WOULD CONSIST OF A SIMPLER FORMAT. THEY WOULD BE DESCRIPTIVE IN NATURE AND PROVIDE MORE SPECIFIC INFORMATION TO THE VIEWER. MUSIC AND NARRATION WOULD DOMINATE WITH A SERIES OF SHORT ONE OR TWO SENTENCE TESTIMONIALS TO STRENGTHEN AUDIENCE IDENTIFICATION.

### SUMMER #1

IT IS A GRAY, EARLY DAWN. THE COLORLESS SURROUNDING SPEED BY AS JENNIFER AND TONY ARE ASLEEP IN THE BACK SEAT OF THE CAR. MOM AND DAD ARE QUIETLY DISCUSSING ALL THE WORRY, FRUSTRATION, WORK AND PROBLEMS THEY ARE LEAVING BEHIND. SUDDENLY, THE DRONE OF THE CAR, THE SOUNDS OF THE SLEEPING CHILDREN, AND THE QUIET DISCUSSION SEEM TO FADE AWAY AS THE FIRST LIGHT OF SUNRISE BREAKS UPON OUR TRAVELING FAMILY. MONTANA IN ALL ITS GLORY AND SPLENDOR IS COMING ALIVE. ONE BY ONE EACH MEMBER OF THE FAMILY BEGINS TO GLOW WITH WARM ORANGES AND REDS AS THE SUN'S RAYS FALL UPON THEIR FACES. EACH IN THEIR TURN AWAKENS TO THE SCENE UNFOLDING BEFORE THEIR EYES. TIME SEEMS TO STOP FOR A MOMENT. FLASHES OF THEIR FAVORITE VACATION ACTIVITIES CASCADE UPON THEIR MINDS AND WE BEGIN TO SENSE THEIR ANTICIPATION, THEIR EXCITEMENT. MONTANA, THE LAND OF GLORIOUS DREAMS AND MAGICAL FANTASIES IS HERE, RIGHT OUTSIDE THEIR CAR. IN AN INSTANT, THEY BREAK THROUGH THAT INVISIBLE BARRIER OF "HAVING TO WAIT SO LONG TO GET HERE" AND THEIR CAR SPEEDS ON INTO THE SUNRISE. "WE'RE HERE!" THEY SHOUT AND THEY



DISAPPEAR OFF INTO THE WARM MORNING GLOW. IMMEDIATELY AN OUTLINE OF MONTANA BLAZES ON THE SCREEN AND THE PROGRAM TITLE APPEARS. WHAT FOLLOWS IS A VISUAL COLLAGE OF ACTIVITY, AS EACH FAMILY MEMBERS' FANTASIES AND DREAMS ARE REALIZED. WE SEE THE WONDER AND VARIETY OF WHAT MONTANA HAS TO OFFER. IT IS LIKE CHRISTMAS MORNING AN EACH DAY, EACH ACTIVITY, EACH PERSON AND PLACE THEY MEET IS LIKE THAT PERFECT GIFT THEY HAVE WAITED AND HOPED FOR FOR SO LONG. WE SEE THEIR FULFILLMENT IN OUR OWN HEARTS, LONGING FOR THE SAME.

SUGGESTED DEMOGRAPHIC GROUP: MAN AND WOMAN IN LATE THIRTIES WITH CHILDREN BETWEEN 6 AND 10 YEARS OF AGE.

SUGGESTED MONTANA COUNTRY: YELLOWSTONE COUNTRY.

SUGGESTED ACTIVITIES:

GONDOLA RIDES	WILDLIFE
MUSEUMS	FISHING
SAILING	POWERBOAT
SUNBATHING	HORSEBACK/LLAMAS
WAGON TRAINS	ROCK HUNTING
GOLD PANNING	CAMPING
RODEOS/ROUNDUPS	FLOAT TRIPS
CANOEING	BALLOONING
DRAMA/ENTERTAINMENT	PARKS-YELLOWSTONE
CAVES	PHOTOGRAPHY
CATTLE DRIVES/REAL RANCH LIFE	





## SUMMER #2

IT IS NIGHT. BRIGHT LIGHTS MELT THE DARKNESS AND PUSH IT AWAY. QUIET VOICES WITH A FEW OUTBURST OF LAUGHTER BREAK THE BUZZ OF THE CRICKETS. APRIL, NICK AND TWO OF THEIR TRAVELING COMPANIONS ARE SITTING IN AN R.V. PLAYING PINOCHLE. APRIL IS BRINGING THE COFFEE POT TO THE TABLE ELABORATING ON NICK'S COMMENT ABOUT HOW WONDERFUL RETIREMENT HAS BEEN. SHE ALMOST GETS CARRIED AWAY AS SHE REMINISCES ABOUT SQUARE DANCING LAST YEAR. APRIL AND NICK HAVE BEEN TO MONTANA BEFORE AND HAVE BROUGHT ANOTHER COUPLE THIS YEAR TO SHARE THE EXPERIENCE. APRIL CONTINUES BUT NICK INTERRUPTS, "THE BEST THING I'VE REALLY ENJOYED HERE IS THE SENSE OF COMPANIONSHIP. WHEN I REMEMBER THE COUNTY FAIRS, BARBECUES, THE FISHING, YES, EVEN THE GOLF I'VE ENJOYED, I THINK OF THE PEOPLE I'VE MET." AS NICK CONTINUES, WE LOOK BACK WITH HIM AT THE PEOPLE AND FACES, THE RICH TEXTURE OF THE MONTANA INHABITANTS. EACH ACTIVITY, EACH PLACE, EACH SCENE REMEMBERED, CARRIES WITH IT A RELATIONSHIP LATER TREASURED. WHEN NICK RETURNS TO THE PRESENT, WE SEE EACH MEMBER OF THE TRAVELING CARAVAN LOST IN THOUGHT AS IF REMEMBERING SOME LOST BUT PLEASANT DREAM. SUDDENLY, A CUP OF COFFEE IS RAISED. "TO US, EVERYBODY, LET'S SHOW OLD LEWIS AND CLARK WHAT REAL ADVENTURERS ARE LIKE." LAUGHTER ONCE AGAIN FILLS THE R.V. AS OUR ADVENTURERS HEAD FOR BED IN PREPARATION FOR THEIR FIRST DAY IN THE LAND OF WONDER.

SUGGESTED DEMOGRAPHIC GROUP: TWO COUPLES IN THEIR 60s



SUGGESTED MONTANA COUNTRY: CHARLIE RUSSELL AND GLACIER

SUGGESTED ACTIVITIES:

SCENICS	FISHING-LAKE AND BOAT
POWERBOAT	BARBECUES/COOKOUTS
GOLF	WILDLIFE/REFUGES
PARKS-GLACIER	COUNTY FAIRS
DRAMA/ENTERTAINMENT	ARTISTS
FRONTIER TOWNS	BIG BOATS/FLATHEAD LAKE
GHOST TOWNS	ARCHAEOLOGICAL DIGS
SQUARE DANCING	PHOTOGRAPHY

SUMMER #3

"OKAY, COME ON, 1,2,3,4! WE CAN MAKE IT!" THREE TOURING BICYCLES ARE CLIMBING THE PASS BETWEEN RED LODGE AND COOKE CITY. IT IS ALMOST NOON AND THEY ARE STRAINING AGAINST THE PEDALS. THE HIGH MOUNTAIN SCENERY IS COMPRESSED BEHIND THEM. DAWN, SHANNON AND CONNIE ARE DETERMINED TO MAKE COOKE CITY BY NIGHTFALL. SUDDENLY A LARGE DROP OF RAIN SPLATTERS ON SHANNON'S FOREHEAD, THEN ANOTHER AND ANOTHER. BEFORE THEY CAN STOP AND COLLECT THEIR THOUGHTS, A TYPICAL SUDDEN HIGH ALTITUDE SUMMER RAIN CLOUD IS POURING DOWN ON THEM. THEY RUN FOR THE COVER OF SOME TALL EVERGREENS BY THE SIDE OF THE ROAD. THUNDER ANSWERS THEIR COMPLAINTS. OUT COME THE RAIN PONCHOS AND SOON ALL ARE HUDDLED IN THE MIDDLE OF A LARGE STAND OF TREES. THEY LOOK AT EACH OTHER, HAIR A MESS, WATER DRIPPING DOWN THEIR PONCHOS AND THEY BEGIN TO LAUGH. QUIET CHUCKLES AT FIRST AND THEN RAUCOUS ROARING LAUGHTER. DAWN BREAKS OUT, "HEY,



WAIT A MINUTE. DOES THIS REMIND YOU OF SOMETHING OR SHOULD I SAY  
SOMEBODY?". THEY ALL LAUGH AGAIN. "REMEMBER THE 'NEVER GET STUCK'  
FOUR WHEEL DRIVE?" "YES" SHANNON CONTINUES, "YOU KNOW, WE'VE DONE  
A LOT SO FAR." "YOU CAN SAY THAT AGAIN", ADDS CONNIE. AS THEY  
BEGIN TO QUIET DOWN THE STEADY RAIN SEEMS TO RECALL TO MIND A  
SUMMER OF WONDERFUL EXPERIENCES, MANY SPRINKLED WITH TOUCHES OF  
ROMANCE BUT ALL CONTAINING THAT ONE IMPORTANT YOUTHFUL ELEMENT  
ZEST. TO THESE YOUNG LADIES EVERY MOMENT MUST BE LIVED TO THE  
FULL. A CLAP OF THUNDER BRINGS US TO THE PRESENT AND THE SUN  
NOW GLISTENS AND SPARKLES THOUGH THE TREES ON OUR TRIO OF LADIES  
SUDDENLY, THEY LOOK AT ONE ANOTHER AND SHAKE AWAY THE MELANCHOLY,  
OFF COME THE PONCHOS AND IT IS A RACE TO THE HIGHWAY WITH THEIR  
BIKES. AWAY THEY RIDE INTO THE SUN WHICH IS SHINING THROUGH THE  
MOUNTAINS AND CLOUDS AMIDST LAUGHTER AND TALK ABOUT WHAT IS STILL  
TO COME.

SUGGESTED DEMOGRAPHIC GROUP: 3 WOMEN IN THEIR EARLY 20'S

SUGGESTED MONTANA COUNTRY: MISSOURI RIVER AND CUSTER COUNTRY

SUGGESTED ACTIVITIES:

SCENIC	WIND SURFING
WATER SKIING	SAILING
SWIMMING	SUN BATHING
BIKE TOURING	4-WHEEL DRIVES
TENNIS	BACK PACKING
WILDERNESS HIKING	SAIL PLANES
NIGHT CLUBS	WHITewater RAFTING



WESTERN HOEDOWNS

WILDLIFE

SAPPHIRE MINES

PHOTOGRAPHY

GUEST RANCH

### WINTER #1

IT IS NIGHT. THE FULL MOON REFLECTS OFF THE SNOW CREATING A SOFT BLUE IRRIDESCENT GLOW. STARS ARE TWINKLING AS THOUGH MILLIONS OF DIAMONDS HANG DOWN FROM BLACK THREADS, ALMOST TOUCHING THE EARTH. HEAVY BREATHING AND A JINGLE OF BELLS BREAKS THE SILENCE AS A HORSE-DRAWN SLEIGH GLIDES OVER THE GLISTENING SNOW. BRAD AND PAM, A YOUNG MARRIED COUPLE, SIT HUDDLED TOGETHER UNDER THE WARM GLOW OF A KEROSENE LAMP. THE DRIVER CALLS OUT TO THE HORSE. YELLOW LIGHTS AND SMOKE FROM SMALL CHIMNEYS GREET THEIR SENSES AS THE SLEIGH PULLS UP A CABIN NESTLED AMONGST TALL SNOW COVERED TREES. "I LOVE YOU, MRS. WOOD" HE SAYS AS THEY LEAVE THE SLEIGH AND WALK TOWARDS THE CABIN. SHE LOOKS AT HIM AND RETURNS THE AFFECTION. THEY CONTINUE TO THE CABIN. "ARE YOU READY FOR TOMORROW, YOUNG LADY?" SHE PICKS UP SNOW, THROWS IT AT HIM AND PAUSES AT THE DOOR. "LET'S HOPE YOU ARE, MR. WOOD!" WHAT FOLLOWS IS MR. WOOD'S FIRST DAY ON THE SLOPES. MRS. WOOD IS A GOOD SKIER. MR. WOOD OBVIOUSLY IS NOT. MOST OF THEIR ACTIVITIES PROVE THAT MRS. WOOD DEFINITELY HAS THE EDGE ON WINTER SPORTS SKILLS. IN THE END HOWEVER, MR. WOOD PROVES THAT IT IS THE ACTIVITIES, PLACES AND PEOPLE THAT COUNT AND NOT ONE'S ABILITIES.

SUGGESTED DEMOGRAPHIC GROUP: A YOUNG MARRIED COUPLE IN THEIR LATE TWENTIES





## SUGGESTED MONTANA COUNTRY: GLACIER AND GOLD WEST

### SUGGESTED ACTIVITIES:

DOWNHILL SKIING	SIGHT-SEEING
HELICOPTER SKIING	SNOWMEN
SLEIGH RIDE	PHOTOGRAPHY
LODGES/HOTELS	RESTAURANTS
HOT TUBS	LOUNGES/NIGHT CLUBS
DINING/NIGHTLIFE	SKATING
CROSS COUNTRY SKIING	SNOWCOACHES

### WINTER #2

IT IS LATE AFTERNOON. THE SUN IS SLOWLY SETTING BEHIND A SILHOUETTED TREE COVERED HILL. ON THE OPPOSITE SIDE OF THE VALLEY, TALL SNOW COVERED MOUNTAIN PEAKS GLOW IN BRIGHT SALMON COLORS. IT IS THE MAGIC OF ALPENGLOW. MARSHA AND TRACY, A COUPLE IN THEIR LATE 40S, WALK SLOWLY THROUGH THE SNOW, ARM IN ARM. THE SALMON COLORED SUNLIGHT CAUSES THEIR FACES TO GLOW WITH AN ALMOST IRRIDESCENT QUALITY. BEHIND THEM THE LIGHTS OF A SKI RESORT BEGIN TO COME ON, ONE BY ONE. SMOKE FROM QUIETLY CRACKLING FIREPLACES TRICKLES UP INTO THE SUNSET. "MMM...", EVERYTHING SMELLS SO GOOD," SAYS MARSHA. "I FEEL LIKE I'M IN SOME KIND OF PARADISE." "THIS TRIP HAS BEEN SO GOOD FOR ALL OF US," REMARKS TRACY. "I HAVEN'T FELT SO CLOSE TO THE KIDS IN YEARS. KENNY ACTUALLY ASKED ME TO GO CROSS COUNTRY SKIING WITH HIM TODAY." "I KNOW," MARSHA SAYS AS SHE STOPS, "YOU KNOW THERE IS SOME KIND OF SPECIAL



QUALITY HERE, A WHOLESOMENESS, A PURITY, SOMETHING THAT MAKES ME  
FEEL SO SATISFIED. AT TIMES I THINK IT IS THE SCENERY, SOMETIMES  
IT IS SOMETHING WE ARE DOING, AND THEN...THEN IT IS THE PEOPLE.  
WHAT AN INCREDIBLE VARIETY OF FRIENDLY PEOPLE," MARSHA PAUSES.  
"TRACY, LET'S COME BACK NEXT YEAR, THERE'S SO MUCH I WANT TO DO  
AND SEE IT JUST DOESN'T SEEM LIKE THERE'S ENOUGH TIME." TRACY  
INTERRUPTS MARSHA. "IT'S NOT TIME TO THINK ABOUT NEXT YEAR YET.  
DO YOU REALIZE WE STILL HAVE FOUR DAYS LEFT." "COME ON," HE SAYS  
AS HE PULLS ON HER ARM. "WE HAVE PLENTY OF TIME SO LET'S MAKE  
THE MOST OF IT." WHAT FOLLOWS IS A VISUAL MONTAGE OF THE FAMILY'S  
ACTIVITIES AND WITH EACH SCENE, EACH ACTIVITY AND EACH PERSONAL  
ENCOUNTER, WE SENSE THAT SATISFACTION, THAT FULFILLMENT THAT IS  
AT THE VERY CORE OF THE MONTANA EXPERIENCE. AT THE CONCLUSION,  
OUR FAMILY IS SEATED AROUND A LARGE OPEN FIREPLACE. THE ORANGE  
LIGHT IS CASTING DANCING SHADOWS ON THEIR FACES. MARSHA AND  
TRACY'S TWO TEENAGERS MOVE CLOSER TO THEIR PARENTS AND WITH FULL  
HEARTS AND EACH IN THEIR OWN WAY SAY THANKS.

SUGGESTED DEMOGRAPHIC GROUP: A MAN AND A WOMAN IN THEIR LATE 40S  
WITH TWO TEENAGERS 15 AND 16

SUGGESTED MONTANA COUNTRY: YELLOWSTONE AND CHARLIE RUSSELL

SUGGESTED ACTIVITIES:

NORDIC SKIING	SLED DOG RACES
HOT SPRINGS	RESTAURANTS
SKI LODGES	YELLOWSTONE PARK
ICE SKATING	ICE FISHING



SLEIGH RIDE

PHOTOGRAPHY

SNOWMOBILING

SIGHT-SEEING WHILE SKIING

## CONCLUSION

AS THE LAST SCENE CONCLUDES, AN ANIMATED MONTANA MAP BLAZES ON THE SCREEN WITH THE SIX SPECIFIC COUNTRIES OUTLINED. MUSIC ACCENTUATES EACH MOVE. AS THOUGH CAUGHT IN A MOMENT OF TIME, SCENES FROM EACH OF THE FIVE SEQUENCES REAPPEAR. ONCE AGAIN WE SEE THEIR FACES, THEIR EXCITEMENT, THEIR FULFILLMENT, THEIR SATISFACTION. APPROPRIATE GRAPHICS APPEAR TO CONCLUDE.

## WINTER #3 (EXTRA SCENE FOR THE SHORTER WINTER PROGRAMS)

IT'S MORNING. SUN RAYS POUR THROUGH A WINDOW FRAMED WITH "SHEERS". A WARM SOFT GLOW FILLS THE ROOM AS DOES A SENSE OF BEAUTIFUL QUIET. SUDDENLY, THE QUIET IS BROKEN BY A HAND APPEARING AND TURNING ON A "GHETTO BLASTER". ENERGETIC MUSIC FILLS THE AIR. IMMEDIATELY, A FOOT RISES AS A WARM BRIGHTLY COLORED SOCK IS PULLED ON. A HIGH-FASHION SKI SWEATER IS PULLED OVER A BEAUTIFUL HEAD OF RED HAIR. SHORT, OFTEN UNRELATED, SOMETIMES INCOMPLETE SENTENCES ARE HEARD ABOVE THE MUSIC. "HAVE YOU SEEN MY...?" "YOU THINK THIS GOES?" "WHAT ABOUT THOSE GUYS NEXT DOOR?" A TOUCH OF MAKEUP IS APPLIED ALONG WITH A COAT OF CHAPSTICK TO PROTECT THE LIPS. WE ARE OFF INTO A VISUAL FEAST. SHELLY, LISA AND BARB ARE ON A SKI WEEKEND PREPARING FOR THEIR FIRST DAY. ENERGY FILLS THEIR ROOM AS THE EXCITEMENT AND ANTICIPATION BUILDS. ONE BY ONE



THEY APPEAR AT THE DOOR, WITH SHELLY HESITATING AT THE MIRROR.  
"SHELLY, YOU COMING?" WITH ONE FINAL TOUCH OF THE HAIR AND LOOK  
IN THE MIRROR, THE DAY BEGINS. WHAT FOLLOW IS AN INTENSE OFFERING  
OF HIGH ENERGY MONTANA SKIING. DEEP POWDER, ACROBATICS, ALL THE  
SPECIAL ACTIVITIES THAT SAY THIS IS FOR THE SERIOUS SKIER. THAT  
IS WHAT WE SEE AND FEEL. IT'S EVENING. THE DOOR OPENS AND IN THEY  
COME. ONE HITS THE BED, ANOTHER A CHAIR, THE THIRD OFF TO A WARM  
BATH. THE CONVERSATION BEGINS WITH HOW TIRED THEY ALL ARE BUT  
INSTANTLY CHANGES WITH THOUGHTS OF THE NIGHTS POSSIBILITIES.  
SUDDENLY, A HAND APPEARS AND ON GOES THE "GHETTO BLASTER". AS  
THE MUSIC RISES SO DOES THE EXCITEMENT. CASUAL EVENING CLOTHES  
QUICKLY REPLACE SKI APPAREL. ONE, TWO, THREE THEY STAND AT THE  
DOOR. A FINAL TOUCH OF THE HAIR AND GLANCE IN THE MIRROR, THE  
NIGHT BEGINS.

THE EXACT SCENE DESCRIPTIONS, SHOOTING LOCATIONS, AND ACTORS  
NEEDED FOR THESE ACTIVITIES, PLACES AND PEOPLE SHOULD BE  
PRESENTED BY THE SELECTED PRODUCTION COMPANY OR AGENCY AND SHOULD  
BE SUBMITTED IN SCRIPT FORM FOR APPROVAL BEFORE SHOOTING BEGINS.





## PROPOSED BUDGET

THIS BUDGET ASSUMES THAT THE FINAL VISUAL PROJECT WILL BE POST-PRODUCED ON A 1" VIDEO TAPE.

THIS BUDGET CONSISTS OF THREE PARTS. THE FIRST PORTION LISTS THE COST CONSIDERATIONS FOR THE PRE-PRODUCTION PERIOD; THE SECOND, ACTUAL PRODUCTION PERIOD; AND THE THIRD, THE POST-PRODUCTION PERIOD.

THE PRODUCTION PERIOD INCLUDES ORIGINATING ALL VISUAL MATERIALS ON 16MM FILM SHOT AT 30 FRAMES PER SECOND.

## BUDGET

### PRE-PRODUCTION PERIOD

PRODUCER/WRITER

RESEARCH

SCRIPT

CASTING

DIRECTOR PREPARATION

LOCATION SCOUTING

COST:	\$4,000.00
10% CONTINGENCY FUND	<u>400.00</u>
TOTAL PRE-PRODUCTION COSTS	\$4,400.00



## BUDGET

### PRODUCTION PERIOD

#### UNIT COSTS:

DIRECTOR	\$ 175.00/DAY
ACTORS	\$ 125.00/DAY ADULTS 75.00/DAY CHILDREN
PRODUCTION ASSISTANT	\$ 75.00/DAY
PRODUCTION CREW & EQUIPMENT (SEE BELOW)	\$ 850.00/DAY
EXTRAS	
DOLLY & TRACK	\$ 75.00/DAY
HELICOPTER MOUNT	\$ 250.00/DAY
DAYLIGHT BOOSTER PKG.	\$ 60.00/DAY

#### PRODUCTION CREW & EQUIPMENT INCLUDES:

3 MAN CREW  
16MM CAMERA  
30 FRAMES/SECOND  
SYNC AUDIO RECORDER  
LIGHT PACKAGE  
SOUND PACKAGE  
TRUCK WITH GENERATOR  
GRIP EQUIPMENT



SEGMENT COSTS:

SUMMER #1

4 ACTORS, 3 DAYS EACH X \$400/DAY = \$1,200.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = 4,250.00  
SUB-TOTAL = \$6,700.00

SUMMER #2

2 ACTORS, 3 DAYS EACH X \$250/DAY = \$ 750.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = \$4,250.00  
SUB-TOTAL = \$6,250.00

SUMMER #3

3 ACTORS, 3 DAYS EACH X \$375/DAY = \$1,125.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = \$4,250.00  
SUB-TOTAL = \$6,750.00

WINTER #1

2 ACTORS, 3 DAYS EACH X \$250/DAY = \$ 750.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = \$4,250.00  
SUB-TOTAL = \$6,250.00



PRODUCTION PERIOD (CONTINUED)

WINTER #2

4 ACTORS, 3 DAYS EACH X \$400/DAY = \$1,200.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = \$4,250.00  
SUB-TOTAL = \$6,700.00

WINTER #3

3 ACTORS, 3 DAYS EACH X \$375/DAY = \$1,125.00  
DIRECTOR, 5 DAYS X \$175/DAY = 875.00  
PROD. ASST., 5 DAYS X \$ 75/DAY = 375.00  
CREW & EQUIP., 5 DAYS X \$850/DAY = \$42,50.00  
SUB-TOTAL = \$6,750.00

TOTAL COST FOR 6 SEGMENTS = \$39,400.00

RAW STOCK COSTS:

6 5-MINUTE SEGMENTS =  
30 MINUTES FINISHED X 10  
(10:1 SHOOTING RATIO) =  
300 MINUTES/5 HOURS = \$ 4,500.00

6 8-MINUTE PIECES =  
48 MINUTES FINISHED X 5 =  
240 MINUTES/4 HOURS = 3,600.00





FILM TO VIDEO TRANSFER COSTS:

TRANSFER COST = \$250/HOUR TO

1" TAPE X 9 HOURS = 2,250.00

TAPE COST = 1" TAPE FOR DUBS

@ \$120 X 9 HOURS = 1,080.00

WINDOW DUB COSTS:

3/4" WINDOW DUB COST

@ \$50/HOUR X 9 HOURS = 450.00

TAPE COST - 3/4" TAPE

@ \$30/HOUR X 9 HOURS = 270.00

OFF LINE EDIT MASTER COSTS:

TAPE COST - 3/4"

@ \$30/HOUR X 2 HOURS = 60.00

ON LINE EDIT MASTER COSTS:

TAPE COST - 1" TAPE

@ \$120/HOUR X 2 HOURS = 240.00

BLACKING COST - \$50/HOUR X 2 HOURS = 100.00

TAPE RENTAL - 1" TAPE = 200.00

TOTAL STOCK COSTS: =\$12,750.00



### MISCELLANEOUS COSTS

ACTORS - ROOM (\$30/DAY) & MEALS (\$25/DAY)	
54 DAYS X \$55/DAY	= 2,970.00
CREWS - ROOM (\$20/DAY) & MEALS (\$25/DAY)	
5 CREW X 30 DAYS = 150 X \$55/DAY	= 8,250.00
WARDROBE - 18 ACTORS X \$50 EACH	= 900.00
TRUCK - MILEAGE - 2,000 MILES @ .60	= 1,200.00
GAS - 2,000 MILES AT 8/MPG	
= 250 GALLONS X \$1.00/GALLON	= 250.00
TRAVEL TIME - 6 DAYS X \$360/DAY	
(1/3 DAY RATE)	= 2,160.00
TRANSPORTATION - 2 CARS X (\$35/DAY RENTAL	
+ \$15/DAY GASOLINE	= 2,400.00
10% CONTINGENCY FUND	= <u>7,028.00</u>
TOTAL MISCELLANEOUS COSTS	= \$ 25,158.00

### Post Production Period

#### EDITING COSTS:

EDITOR 20 DAYS X \$100/DAY	= \$ 2,000.00
----------------------------	---------------

#### OFF LINE COSTS

26-MINUTE PROGRAM & 2 15-MINUTE PROGRAMS

= 6 SEGMENTS X 15 HOURS

= 90 HOURS X \$50/HOUR	= 4,500.00
------------------------	------------

6 8-MINUTE PROGRAMS = 6 PIECES X 15 HOURS

= 90 HOURS X \$50/HOUR	= 4,500.00
------------------------	------------



ON-LINE COSTS:

26-MINUTE PROGRAM & 2 15-MINUTE PROGRAMS

= 6 SEGMENTS X 5 HOURS

= 30 HOURS X \$250/HOUR = 7,500.00

6 8-MINUTE PROGRAMS

= 6 PIECES X 5 HOURS

= 30 HOURS X \$250/HOUR = 7,500.00

EFFECTS - 5 HOURS X \$350/HOUR = 1,750.00

GRAPHICS COSTS

ANIMATED LOGO = 4,000.00

TITLES = 500.00

POST PRODUCTION SOUND COSTS:

MUSIC = 7,000.00

EFFECTS = 500.00

NARRATOR = 500.00

POST PRODUCTION MIX = 4,000.00

DUPLICATION COSTS:

1 - 3/4" COPY = 100.00

1 - 1/2" COPY = 60.00

POST PRODUCTION COSTS = \$44,410.00

10% CONTINGENCY FUND 4,089.00

TOTAL PRODUCTION COSTS: = \$48,499.00

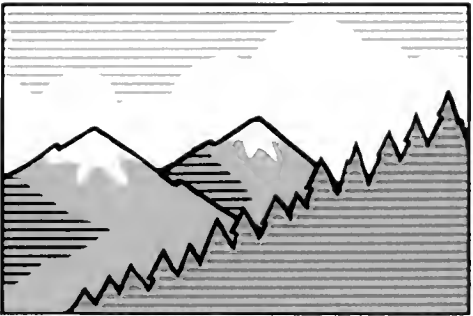


## BUDGET TOTALS

PRE-PRODUCTION PERIOD	\$ 4,400.00
PRODUCTION PERIOD	
SEGMENT COSTS	39,400.00
RAW STOCK COSTS	12,750.00
MISCELLANEOUS COST	25,158.00
POST PRODUCTION PERIOD	<u>48,499.00</u>
TOTAL BUDGET	\$130,207.00









**MONTANA**

*naturally inviting!*

**For more information contact:**

**John Wilson**

**Montana Promotion Division**

**Department of Commerce**

**Helena, MT 59620**

**406-444-2654**